



301 Ravine Lane NE  
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**executive director**

Susie Burdick

## Report on Execution of Services: 2015

The goal of the Kids Discovery Museum's 2015 LTAC project was to promote *Play and Stay 10<sup>th</sup> Birthday Year* activities and events throughout the Greater Puget Sound area in order to increase visibility of the Museum and of Bainbridge Island as an overnight destination.

In order to achieve this objective, Kids Discovery Museum ran extensive advertising throughout the year. Ads appeared in a variety of media and included the *Play and Stay* tagline. Printed publications included: *Macaroni Kid*, *ParentMap*, *Seattle's Child*, *Discover Kitsap*, and the Official Programs of the *Seattle Mariners* and *Seattle Seahawks*. In addition, ads ran on the Washington State Ferry monitors on the Seattle/Bainbridge/Bremerton boats and in the terminals, on our Website and in our brochures.

To assess the effectiveness of the *Play and Stay 10<sup>th</sup> Birthday Year* advertising campaign, we compared our annual attendance numbers from 2014 to those of 2015. Because visitors provide their home zip code when signing in at the Museum, we are able to track those who come from off-island. While the overall attendance in 2015 was slightly lower than it was in 2014, the percentage of off-island visitors increased significantly. In 2014, 42% of our guests came from places other than Bainbridge Island. In 2015, that number rose to 61%. July and August saw the greatest increase in tourist traffic, with visitors coming from 18 different states and 4 different countries. In August alone, we had nearly 420 guests from out-of-state. While we can assume that they lodged in the area, we are unable to verify how many stayed on the Island overnight. We have not yet been able to devise a reliable system for tracking this information, but will continue to address the need to do so going forward. Regardless, we believe that attracting visitors to Bainbridge Island for day trips will ultimately lead to return visits and overnight stays.

No partnerships were involved in the implementation of this program, nor were any unexpected cooperative relationships developed.

A breakdown of actual expenses appears on the last page of this report. The original budget estimate of \$10,000 included lost revenue and fees from Living Social and Groupon promotions that we offered, however, we were later informed that those did not qualify for the LTAC award. This reduced the final total to \$7,800.



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The advertising schedule created by the Director of Marketing and Communication provided consistent exposure throughout the year. Additional publications and advertising opportunities would be considered in the future to reach more distant communities.

We remain committed to extending the reach of the Kids Discovery Museum further and introducing more families to all that Bainbridge Island has to offer.

**2015 LTAC Grant Award for Kids Discovery Museum**  
**Breakdown of Expenses**

Description	Amount	Date Incurred	Receipt?	Submitted?
BIDA Membership Dues	25	3/27/15	x	Q1
BIDA Walkabout Guide Enhanced Listing	50	3/27/15	x	Q1
Chinook Book: 1st Installment	150	4/16/15		
Chinook Book: 2nd Installment	100	5/6/15	x	
Chinook Book: 3rd Installment	100	6/6/15	x	Q1
Chinook Book: 4th Installment	100	7/6/15		Q3
Contract Labor: Deb Henderson, DH Designs	405	4/30/15	x	Q1
Currents	560		x	Q1
Macaroni Kid	110	5/13/15	x	Q1
Mariners and Seahawks Program- PSP	1000	12/15/15	x	Q4
Overnight Prints: Brochure Printing	150	4/7/15	x	Q2
Brochure Printing 2		5/15/15		
ParentMap Family Adventure Guide Display Ad - Fall	395	11/1/15		Q4-\$250
ParentMap Family Adventure Guide Display Ad - Spring	395	5/2/15	x	Q2
ParentMap Web Advertising	200	5/2/15	x	Q2
ParentMap/Golden Teddy Display Ad	240	8/2/15	x	Q3
Postage for mailing brochures	13	4/16/15	x	Q2
Seattle's Child: Connect Publication	236	2/1/15		Q2
Seattle's Child: Explore Publication	236	6/15/15	x	Q2
Sound Publishing: Discover Kitsap	352.25	6/15/15	x	
Staff Time: Krzysztofa McDonough, Director of Marketing	2000	500 quarterly		Q3-\$385
Swarner Communications: Military Family Publication	160	3/31/15	x	Q2-\$25
				Q3-\$135
Trans4 Media (ferry monitor)	250	6/15/15	x	
Visit Kitsap Dues	170	11/1/15		
Visit Seattle Dues	390	2/27/15	x	Q3
<b>TOTAL</b>	<b>7787.25</b>			